



# Study on Construction for Business English Translation Practice Base

Cong Liu

Asia-Australia Business College, Faculty of Economics, Liaoning University, Shenyang 110136, Liaoning, China.

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**Corresponding author:** Cong Liu, Asia-Australia Business College, Faculty of Economics, Liaoning University, Shenyang 110136, Liaoning, China.

## Abstract

Economic globalization and the internationalization of education are driving China's further development in the global market. Consequently, there is an urgent demand for a cohort of versatile business professionals equipped with exceptional expertise and proficient English translation skills. Business English translation plays a crucial role in international business activities and is essential for fostering cross-cultural communication and collaboration. Accurate business English translation enables enterprises to overcome language barriers, effectively convey their messages across diverse markets, gain a deeper understanding of overseas market needs, and successfully promote their products and services. The professionalism and accuracy of business English translation directly influence the economic benefits that enterprises derive as well as their processes of internationalization; it serves as a vital bridge connecting commercial activities across different countries and regions. Currently, at the undergraduate level, training programs aimed at enhancing business English translation skills within college-level English instruction in Chinese business colleges remain relatively underdeveloped. Correspondingly, there exists a scarcity of research focused on practical courses related to business English translation specifically designed for business majors or on integrating such practices into teaching methodologies. This study integrates the advanced educational environment of the Asian-Australian Business College at Liaoning University with the platform advantages offered by Fuzhou YGYM Group Co., Ltd. to collaboratively establish a business English translation practice base. This initiative aims not only to enhance students' proficiency in business English translation but also to optimize the development of this academic discipline. Furthermore, it seeks to establish a mutually beneficial school-enterprise cooperation model that focuses on talent cultivation and promotes employment opportunities. The tangible outcomes of this research have significantly improved both the quality and level of business English translation, facilitated the popularization and advancement of business English, and elevated the translation skills and capabilities of educators.

## Keywords

Business English; Translation Practice Base; Construction

## 1. Introduction

With the rapid advancement of economic globalization and education internationalization, the domestic and international markets have become increasingly integrated. This has also elevated China's position on the global trade platform, creating

an urgent demand for a group of compound business talents with strong professional knowledge and proficient English translation skills. In its latest guidance on College English Teaching issued by the Ministry of Education in 2022 (Ministry of Education, 2022), it is emphasized that the main purpose of college English courses is to further improve students' English listening, speaking, reading, writing and translating skills on the basis of high school English teaching. It is evident that translation proficiency represents one of the most vital skills for English learners. For colleges and students specializing in business studies, enhancing business English translation capabilities has become an imperative task.

The global market presents a diverse clientele where English serves as one of the predominant languages for communication in international business contexts. Business English translation plays a pivotal role in facilitating international commercial activities; it is essential for fostering cross-cultural communication and collaboration. Accurate translations can help enterprises surmount language barriers, effectively convey their messages across various markets, gain insights into overseas market demands more comprehensively, and promote their products and services efficiently. The professionalism and accuracy of business English translation directly affect the economic benefits of enterprises and the process of internationalization, and it is a bridge connecting commercial activities in different countries and regions. Today, at the undergraduate level, the training and research on improving business English translation skills in college English teaching in business colleges and universities in China are still relatively backward. Correspondingly, there are few cases of relevant research on business English translation practice courses for business majors and incorporating them into the teaching practice process.

## **2. Existing Problems and Challenges**

### **2.1 Problems**

The number of practice bases is insufficient, and the construction of practice bases cannot meet the actual needs of business English translation teaching. Given the unique characteristics of business English, it is essential for educators to blend theoretical knowledge with practical application during the teaching process. In terms of practical translation instruction, teachers are expected to possess a solid understanding of both linguistic theories and relevant business concepts. Incorrect translations can result in misunderstandings, delays, or even contractual disputes. This puts forward higher requirements for the construction of a practice base. From the perspective of staffing, English teachers are often unable to effectively guide business translation because of their lack of professional knowledge. Business teachers often lack the corresponding second language teaching theory, so the quality of the curriculum is difficult to achieve the ideal effect.

### **2.2 Challenges**

Practice often lags behind established goals, as evidenced by the disconnect between the formulation of teaching objectives and the implementation of effective teaching practices. The teaching of business English translation should not only focus on the teaching of various language skills but also cultivate scientific and technical talents with a certain breadth of knowledge and depth of thought in the aspects of international laws and regulations, cross-cultural communication, corporate cultural background, negotiation decision-making, and skills. In reality, at the skill level, students frequently encounter challenges due to their native language influences and varying degrees of English proficiency. This makes it difficult for them to utilize appropriate English effectively across linguistic barriers and convey information accurately in diverse markets. From a higher perspective on academic ethics, deficiencies at this foundational level directly contribute to challenges at more advanced levels. If students are unable to proficiently communicate business English concepts, their business actions may fail to resonate with target audiences. This miscommunication can potentially harm the reputation of their representing companies, disrupt business collaborations, or even lead to legal liabilities.

## **3. Advantages of Construction**

### **3.1 The Discipline Platform Advantage**

The Asian-Australian Business College of Liaoning University is a Sino-foreign cooperative institution established through the collaboration of Liaoning University and Victoria University of Australia. It holds the distinction of being the first Sino-foreign cooperative school approved by the People's Government of Liaoning Province to be included in the national unified enrollment plan for ordinary colleges and universities. Since its establishment in 1999, this institute has successfully nurtured a cadre of outstanding talents for our country, earning widespread recognition across various sectors. Chinese-foreign cooperation in educational endeavors represents a strategic choice that aligns with internationalization trends within higher education and serves as an essential pathway for cultivating high-level international talent.

The integration of premium resources from both Chinese and foreign institutions offers a modernized educational environment conducive to personnel training. As part of this strategic initiative aimed at modernization and internationalization development, such collaborations play a crucial role in fostering high-caliber global professionals while providing an advanced framework for talent cultivation.

### 3.2 The Composition Characteristics of the Teachers

As the pioneering institution for cooperative school operations in China, the Asia-Australia Business College of Liaoning University boasts not only advanced hardware facilities but also a distinguished team of experts and educators with extensive experience, robust knowledge, and exceptional research capabilities. This expertise provides essential intellectual support for the development of our practical training base.

All faculty members at the college hold postgraduate degrees, with 60% possessing doctoral qualifications. Our foreign language instructors have studied abroad and possess substantial backgrounds along with rich experience in fields such as English linguistics, applied linguistics, and language skills. They are responsible for guiding, training, and evaluating students' English practice while ensuring high teaching quality. Additionally, some foreign language teachers engage in part-time roles within corporate settings; they integrate teaching with practical applications and conduct research on topics related to business English translation. This involvement enables them to offer students up-to-date academic insights into English as well as valuable practical experiences.

The Asia-Australia Business College and the University of Victoria implement a cooperative teaching model. The foreign instructors provided by international partners not only possess extensive backgrounds in language instruction and teaching experience, enabling students to immerse themselves in a rich linguistic environment while receiving high-quality education and guidance, but they also employ diverse teaching methodologies and tools to enhance students' language proficiency and cross-cultural communication skills. These elements collectively establish a robust foundation for business English translation.

The faculty is composed entirely of doctoral candidates with relevant expertise in the subject matter, who are equipped to offer practical guidance and support that facilitate students' comprehension and application of English within their professional domains. Additionally, business educators collaborate with foreign language instructors on matters related to business English translation, ensuring the effective operation of the practice base.

To guarantee the seamless execution of both teaching and practical activities, an adequate number of instructional managers are appointed. They oversee the daily operations and administrative tasks at the Business English Translation practice base while providing essential support and assistance to students.

### 3.3 Advantages of Enterprise Platform

Fuzhou YGYM Group Co., Ltd. is a prominent language service provider in Asia. The company currently holds a Council unit position within the Translation Association of China (TAC) and is a member of the American Translation Association (ATA). Additionally, it serves as a practical training base for Master of Translation and Interpreting (MTI) programs at various universities. In alignment with its strategic objectives, Fuzhou YGYM Group Co., Ltd. boasts extensive experience in industry-university-research collaboration and has established a comprehensive system to support the implementation of this project.

## 4. Construction Objectives

The construction objectives of the business English translation practice base are composed of the following two aspects:

### 4.1 Enhance Students' Business English Translation Skills and Optimize Subject Development

The company provides students with opportunities to practice business English translation, assisting them in mastering essential skills and gaining valuable experience that will elevate their translation quality and proficiency. Through this practical training base, communication and collaboration among students will be fostered; methods and techniques related to translation will be collectively discussed, creating an environment where "student-student," "teacher-student," "teacher-teacher," and other collaborative groups can mutually benefit from one another—thereby promoting the overall development of the business English discipline.

## **4.2 Establish a Win-Win School-Enterprise Cooperation Model to Cultivate Talents and Promote Employment**

Through the school-enterprise cooperation of international and domestic combination, academic and industry combination, and classroom and practical combination, strive to build and expand a complete and well-operated practice base, so as to enhance students' translation practice ability and employment competitiveness. Through the in-depth cooperation between schools and enterprises, the establishment of a win-win internship base for institutional models and corporate profits will not only make full use of the disciplinary platform advantages of business colleges and universities, enhance the influence of colleges and universities, but also increase the business volume of enterprises, improve efficiency and expand the visibility of enterprises. It can also cultivate a group of composite business talents who adapt to the new situation of globalization with solid professional basic knowledge and skilled translation skills.

## **5. Construction Content and Implementation Path**

The construction of a Business English translation practice base aims to improve students' business English translation level and optimize the translation environment. In order to fully promote industry-university-research cooperation, the practice base can serve as an important platform for industry-university-research cooperation between companies and universities, and enterprises can jointly carry out research projects with universities to improve students' practice and enhance their technical strength and competitiveness. Combined with the resources and technical support of Fuzhou YGYM Group Co., Ltd., the specific construction content is mainly divided into three aspects: course construction, practice construction, and teacher-team construction.

### **5.1 Course Construction**

In the course construction, we will strive to build a good teaching environment and facilities during the construction of the practice base, with special emphasis on the construction of the Internet-based WeChat public account, and use the public account to conduct extensive academic exchanges. In combination with the resource reserves of Fuzhou YGYM Group Co., Ltd., we will provide information support for the smooth operation of the public account of this project. Improve the construction of public accounts. Form an academic resource library with the WeChat public platform as the main resource carrier and mainstream business academic magazines, business conferences, and business forum videos as the main content.

### **5.2 Practice Construction**

The practice construction gives students the opportunity to participate in translation and cultivate students' practical abilities. The college and the company jointly cultivate students' practical experience, build project-related teaching courses, and provide translation work for the project, so that students can put it into practice. We can make full use of the advantages of the Internet, actively build physical and network textbooks, and create business English translation textbooks or monographs that suit the characteristics of students. In the specific practice process, the mode of online teaching and offline practice is mixed, so that students can learn and understand translation work, correct their attitude towards translation work, give full play to the advantages of the network platform, and carry out a strict process of one translation, two proofreading and three reviews of students' translated works.

### **5.3 Teacher Team Construction**

In terms of teacher construction, the base will build a teacher development center to provide a guarantee for teachers' personal development and academic ability improvement, and help English teachers update their teaching concepts, and improve their teaching level and teaching skills. At the same time, the base will encourage cooperation and exchange among teachers, and provide training opportunities for project teachers to improve their practical ability and practical experience, so as to better guide students' practical work, supported by the resources of Fuzhou YGYM Group Co., Ltd. Teaching theory, teaching method and teaching results are discussed to improve teachers' quality and strengthen teachers' ability. The company's resources are utilized to hold regular academic conferences, which provide the teachers and students with the opportunity to participate in business English translation and broaden their horizons.

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## 6. Features and Highlights

The Business English Translation Practice Base serves as a substantial activity center designed for practical training and stable social engagement. The translation language laboratory within this base simulates the environment necessary for both oral and written translation, facilitating comprehensive training for students in the field of translation. The establishment of the translation practice base aligns with the interdisciplinary talent development goals set by the college. It integrates the unique characteristics of the translation profession, considers the intricacies involved in the translation process, and takes into account advancements in translation technology and equipment. A well-rounded plan is developed that addresses various aspects such as hardware facilities and practice methodologies to create an optimal environment conducive to students' practical experiences in translation while enhancing both quality and effectiveness.

The business English translation practice base is mainly constructed from two aspects: hardware facilities and translation practice activities. According to the hardware and software support provided by the enterprise, the corresponding configuration is combined with the basic situation of students, so as to achieve the unity of learning and training. The practice is carried out in the form of a translation workshop, which is an activity in which a group of people engaged in translation activities gather together and have extensive and heated discussions on a specific translation task, and through continuous coordination, finally agree on a translation acceptable or recognized by all members of the group. The translation workshop provides a high-intensity practical training platform for students to implement translation project management operations, so as to help students learn translation in translation practice, continuously improve translation ability and translation literacy, and lay a foundation for them to engage in independent translation activities, implement translation projects and undertake translation tasks.

In order to give full play to the respective advantages of Asia-Australia College and Fuzhou YGYM Group Co., Ltd. in the joint cooperation of industry, university, and research, and further strengthen the cooperation between schools and enterprises, the two sides reached a joint training agreement. In order to strengthen the construction and management of translation practice bases, effectively manage, serve, and evaluate the whole process of translation practice links, and ensure the quality and results of joint training, relevant rules and regulations such as the construction and management of translation practice bases, arrangement of translation practice and assessment methods have been promulgated. It provides support for the construction and operation of the translation practice base from the aspects of policy guidance, fund investment, evaluation, and assessment.

## 7. The Tangible Outcomes

The establishment of the Business English Translation Practice Base aims to enhance the quality of academic English education and foster international academic exchanges and collaboration. The following outlines the tangible outcomes of this initiative:

### 7.1 Enhanced Quality and Proficiency in Business English Translation

Through the development of the Business English translation base, the College offers more systematic and scientifically designed business English courses, enabling students to elevate their proficiency in English and better adapt to international business interactions and collaborations.

### 7.2 Promotion of Business English Popularization and Development

The construction of the business English translation base facilitates the application and advancement of business English, allowing a broader audience to acquire and utilize this essential skill, thereby increasing success rates in international business communication and cooperation.

### 7.3 Improvement in Teachers' Translation Skills and Competencies

With the establishment of the business English translation base, teachers have benefited from comprehensive training programs that are both systematic and supportive, leading to enhanced translation skills that enable them to serve students more effectively within an educational context.

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